

Media – Aims/Intent

The curriculum is designed in order to encourage critical evaluation skills and personal approaches to a variety of texts- within the study of these close study products (CSPs), students will be prompted to consider their own experience and approach to the media industry and analytically consider the role that it plays in their own lives. Within the media curriculum there are frequent opportunities for cross curricular links with aspects of English language, history, politics and psychology and sociology. In particular the reference to multiple theoretical studies allows students to explore how media texts are purposefully manipulative, and the strategies that media production teams have utilised and refined over the last century.

Our intent is to provide opportunities for students to:

1. Broaden media technical language, something that is supported by our knowledge organisers, as students are actively encouraged to experiment with the application and use of technical and theoretical terminology throughout their studies.
2. Develop analytical skills across Year 10 also builds the required familiarity with the rigorous requirements of the GCSE exams and frequent and purposeful practise of key exam questions and styles is built in for termly review.
3. Independently approach a topic of their choice within the Eduqas stipulated task. This independent coursework task will allow students to creatively design and produce a media product of their own and actively apply the theoretical approaches to the industry that they have acquired across the course.
4. Build an own sense of autonomy by researching, interacting with, watching and analysing texts so that their own viewpoints are encouraged to develop.

Implementation

Eduqas Specification

Key stage 4:

In Y9 the programme of study is designed to develop specific skills required for the GCSE examinations. Students study camera angles and shots, conduct analysis of magazines, films etc.

Students at Y10 and 11 follow the Eduqas syllabus. This is a new specification and, as with all subjects, the learning is now weighted towards exam work. This course involves two written exams that contribute to 70% of the final grade and a piece of coursework. The coursework has an overall weighting of 30%. Students can select their coursework brief from a range provided by Eduqas and work independently on a format of their choice.

- Film
- Media
- Print

Key stage 5:

At A Level students follow the new Eduqas syllabus to complete what is now a two year course. The course consists of two exams, that when combined are worth 70% of the final grade. Both exams will be taken in the final year. The coursework, worth 30% of their final grade, is worked on independently and students get to choose a topic from a range of media platforms.

Impact

The media studies curriculum at Chiltern Hills Academy aims to develop our students' confidence in critically engaging with media texts of all styles and types. Across the course of study, students will develop an understanding of and analytical approach to television, radio, music, video games, advertising, film, print media and online and social participatory media

Our aim is to broaden students' awareness of the world of media. This includes the study and making of moving images, print and e-media. The course is not only relevant to the world we live in today but also relates closely to the media industry as a whole. For this reason, many students selecting this subject at GCSE choose to continue their studies into A Level and beyond. Students know what it means to have a career in media and the pathways open to them.

Enrichment opportunities-

We run many trips and visits for students to engage in media workshops in London such as: Guardian Y10 Media trip/BFI A level Media trip.